

06-267 Office of Tourism

Agency Description

The mission of the Office of Tourism is to promote and assist the expansion of tourism and the tourism industry; to increase employment opportunities through the orderly development of tourism facilities; to invite visitors to the state; and to conduct an ongoing promotional campaign of information to create and sustain a positive image and understanding of Louisiana. The goals of the Office of Tourism are:

1. To increase the economic impact of travel on the state and
2. To increase the awareness of Louisiana as a travel destination.

The Office of Tourism has four programs: Administration, Marketing, Welcome Centers and Consumer Information Services.

AGENCY BUDGET SUMMARY

	ACTUAL 2000-2001	ACT 12 2001-2002	EXISTING 2001-2002	CONTINUATION 2002-2003	RECOMMENDED 2002-2003	RECOMMENDED OVER/(UNDER) EXISTING
MEANS OF FINANCING:						
STATE GENERAL FUND (Direct)	\$100,000	\$1,090,000	\$1,090,000	\$650,000	\$200,000	(\$890,000)
STATE GENERAL FUND BY:						
Interagency Transfers	18,214	178,990	178,990	290,301	290,301	111,311
Fees & Self-gen. Revenues	16,166,092	17,030,000	17,060,537	17,123,758	17,500,000	439,463
Statutory Dedications	0	0	0	0	0	0
Interim Emergency Board	0	0	0	0	0	0
FEDERAL FUNDS	0	0	0	0	0	0
TOTAL MEANS OF FINANCING	\$16,284,306	\$18,298,990	\$18,329,527	\$18,064,059	\$17,990,301	(\$339,226)
EXPENDITURES & REQUEST:						
Administration	\$782,018	\$884,645	\$884,645	\$1,015,938	\$940,055	\$55,410
Marketing	12,684,329	14,070,820	14,082,857	13,645,158	13,497,863	(584,994)
Welcome Centers	1,593,826	1,822,226	1,840,726	1,874,395	2,036,112	195,386
Consumer Information Services	1,224,133	1,521,299	1,521,299	1,528,568	1,516,271	(5,028)
TOTAL EXPENDITURES AND REQUEST	\$16,284,306	\$18,298,990	\$18,329,527	\$18,064,059	\$17,990,301	(\$339,226)
AUTHORIZED FULL-TIME EQUIVALENTS: Classified	69	75	75	75	75	0
Unclassified	1	1	1	1	1	0
TOTAL	70	76	76	76	76	0